111579 PA
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5   ABSTRACT:
     The present invention relates to a method for computerized
     processing   and   presenting   market   and   marketing
     information regarding at least one first product. The
     method according to the invention comprises storing, in a
10   database, collected data related to at least one key
     success factor associated with at least the market
     performance which is related to said first product;
     forecasting, in a central computer unit, the future sales
     of said first product based on said collected data
15   related to said at least one key success factor; and
     transmitting said information to at least one external
     business. The invention allows improved monitoring of the
     status and development of a product on a market and
     provides   improved   understanding,   benchmarking,
20   forecasting and strategic decision-making as regards the
     future sales of the product in question.